

CLAIMS

What is claimed is

1. A method of decentralized e-commerce, comprising:
- receiving a search request from a user to search content stored on at least one content server, wherein the content includes provider tags identifying each of at least one content field within the content, and wherein the search request includes at least one search term associated with at least one portal tag, the portal tag being part of a portal tagging standard and identifying a type of data within content to be searched;
- identifying the provider tag corresponding to the portal tag using a cross-reference of portal tags corresponding to provider tags; and
- comparing the search term with a content field tagged with a provider tag corresponding to the portal tag associated with the search term.
2. The method of claim 1, further comprising generating a summary of content matching the search request.

1 3. The method of claim 2, further comprising transmitting  
2 the summary to the user.

1 4. The method of claim 3, wherein the summary includes a  
2 link to the matching content.

1 5. The method of claim 1, wherein the content is for the  
2 sale of merchandise.

1 6. The method of claim 5, wherein the portal tagging  
2 standard requires tags for identifying merchandise name,  
3 description and price.

1 7. The method of claim 6, further comprising:  
2 offering the user the option to purchase the merchandise;  
3 receiving a request to purchase the merchandise from a  
4 user; and  
5 transmitting the request to purchase to the provider of  
6 the content.

1 8. The method of claim 1, wherein the content provider's  
2 content is for merchandise to auction.

1 9. The method of claim 8, wherein the portal tagging  
2 standard requires tags for identifying merchandise name,  
3 description and minimum bid.

1 10. The method of claim 9, further comprising managing an  
2 auction, wherein managing the auction comprises:  
3 receiving bids from users;  
4 identifying a winning bidder; and  
5 notifying the provider of the content of the identified  
6 winning bidder.

1 11. The method of claim 1, wherein the provider's content is  
2 a resume.

1 12. The method of claim 11, wherein the portal tagging  
2 standard requires tags for identifying name, address,  
3 education, experience and job classification.

1 13. A method of decentralized e-commerce, comprising:  
2 generating an index of decentralized content having a  
3 record for each of at least one provider's content, wherein  
4 each record includes at least one data field identified by a

5 portal tag, the data field containing at least a portion of  
6 content from a content field identified by a provider tag  
7 corresponding to the portal tag, the provider tag  
8 corresponding to the portal tag being identified using key  
9 information;

10 receiving a search request from a user to search the  
11 index, wherein the search request includes at least one search  
12 term associated with at least one portal tag; and

13 comparing the search terms having associated portal tags  
14 with the portion of content stored in the data field  
15 identified by the same portal tag.

1 14. The method of claim 13, further comprising generating a  
2 summary of records matching the search request.

1 15. The method of claim 14, further comprising transmitting  
2 the summary to the user.

1 16. The method of claim 15, wherein the summary includes a  
2 link to the matching content.

1 17. A method of decentralized e-commerce, comprising:

2 registering a content provider, comprising receiving key  
3 information and an address to content, the content being  
4 tagged with at least one provider tag to identify each of at  
5 least one content field, the content being stored on a content  
6 server and the key information being a cross-reference of each  
7 provider tag corresponding to each portal tag;

8 providing a user search interface permitting a user to  
9 enter a search request for content, wherein the user search  
10 interface permits a user to associate a portal tag with each  
11 search term whereby restricting the search to at least one of  
12 the content fields;

13 receiving the search request from a user;

14 searching the content based on the search request;

15 identifying content complying with the user's search  
16 request; and

17 transmitting the identified content to the user.

1 18. A method of decentralized e-commerce, comprising:

2 creating content wherein the content is tagged with at  
3 least one provider tag to identify each of at least one  
4 content field;

5 storing the content on a content server; and  
6 registering the content with a portal server, comprising  
7 providing an address for the content and providing key  
8 information relating a provider tag to a corresponding portal  
9 tag in a portal tagging standard.

1 19. The method of claim 18, further comprising transmitting  
2 the content to the portal server.

1 20. A system of decentralized e-commerce, comprising:  
2 means for receiving a search request from a user to  
3 search content stored on at least one content server, wherein  
4 the content includes provider tags identifying each of at  
5 least one content field within the content, and wherein the  
6 search request includes at least one search term associated  
7 with at least one portal tag, the portal tag being part of a  
8 portal tagging standard and identifying a type of data within  
9 content to be searched;

10 means for identifying the provider tag corresponding to  
11 the portal tag using a cross-reference of portal tags  
12 corresponding to provider tags; and

13 means for comparing the search term with a content field  
14 tagged with a provider tag corresponding to the portal tag  
15 associated with the search term.

1 21. The system of claim 20, further comprises means for  
2 generating a summary of content matching the search request.

1 22. The system of claim 21, further comprising means for  
2 transmitting the summary to the user.

1 23. The system of claim 22, wherein the summary includes a  
2 link to the matching content.

1 24. The system of claim 20, wherein the content is for the  
2 sale of merchandise.

1 25. The system of claim 24, wherein the portal tagging  
2 standard requires tags for identifying merchandise name,  
3 description and price.

1 26. The system of claim 25, further comprising:  
2 means for offering the user the option to purchase the  
3 merchandise;

4 means for receiving a request to purchase the merchandise  
5 from a user; and

6 means for transmitting the request to purchase to the  
7 provider of the content.

1 27. The system of claim 20, wherein the content provider's  
2 content is for merchandise to auction.

1 28. The system of claim 27, wherein the portal tagging  
2 standard requires tags for identifying merchandise name,  
3 description and minimum bid.

1 29. The system of claim 28, further comprising means for  
2 managing an auction, wherein means for managing the auction  
3 comprises:

4 means for receiving bids from users;

5 means for identifying a winning bidder; and

6 means for notifying the provider of the content of the  
7 identified winning bidder.

1 30. The system of claim 20, wherein the provider's content is  
2 a resume.



1 31. The system of claim 30, wherein the portal tagging  
2 standard requires tags for identifying name, address,  
3 education, experience and job classification.

1 32. A system of decentralized e-commerce, comprising:  
2 means for generating an index of decentralized content  
3 having a record for each of at least one provider's content,  
4 wherein each record includes at least one data field  
5 identified by a portal tag, the data field containing at least  
6 a portion of content from a content field identified by a  
7 provider tag corresponding to the portal tag, the provider tag  
8 corresponding to the portal tag being identified using key  
9 information;

10 means for receiving a search request from a user to  
11 search the index, wherein the search request includes at least  
12 one search term associated with at least one portal tag; and

13 means for comparing the search terms having associated  
14 portal tags with the portion of content stored in the data  
15 field identified by the same portal tag.

1 33. The system of claim 32, further comprising means for  
2 generating a summary of records matching the search request.

1 34. The system of claim 33, further comprising means for  
2 transmitting the summary to the user.

1 35. The system of claim 34, wherein the summary includes a  
2 link to the matching content.

1 36. A system of decentralized e-commerce, comprising:  
2 means for registering a content provider, comprising  
3 receiving key information and an address to content, the  
4 content being tagged with at least one provider tag to  
5 identify each of at least one content field, the content being  
6 stored on a content server and the key information being a  
7 cross-reference of each provider tag corresponding to each  
8 portal tag;

9 means for providing a user search interface permitting a  
10 user to enter a search request for content, wherein the user  
11 search interface permits a user to associate a portal tag with  
12 each search term whereby restricting the search to at least  
13 one of the content fields;

14 means for receiving the search request from a user;

15 means for searching the content based on the search  
16 request;

17 means for identifying content complying with the user's  
18 search request; and

19 means for transmitting the identified content to the  
20 user.

1 37. A system of decentralized e-commerce, comprising:

2 means for creating content wherein the content is tagged  
3 with at least one provider tag to identify each of at least  
4 one content field;

5 means for storing the content on a content server; and

6 means for registering the content with a portal server,  
7 comprising providing an address for the content and providing  
8 key information relating a provider tag to a corresponding  
9 portal tag in a portal tagging standard.

1 38. The method of claim 37, further comprising transmitting  
2 the content to the portal server.

1 39. Computer executable software code stored on a computer  
2 readable medium, the code for decentralized e-commerce,  
3 comprising:

4 code to receive a search request from a user to search  
5 content stored on at least one content server, wherein the  
6 content includes provider tags identifying each of at least  
7 one content field within the content, and wherein the search  
8 request includes at least one search term associated with at  
9 least one portal tag, the portal tag being part of a portal  
10 tagging standard and identifying a type of data within content  
11 to be searched;

12 code to identify the provider tag corresponding to the  
13 portal tag using a cross-reference of portal tags  
14 corresponding to provider tags; and

15 code to compare the search term with a content field  
16 tagged with a provider tag corresponding to the portal tag  
17 associated with the search term.

1 40. Computer executable software code stored on a computer  
2 readable medium, the code for decentralized e-commerce,  
3 comprising:

4 code to generate an index of decentralized content having  
5 a record for each of at least one provider's content, wherein  
6 each record includes at least one data field identified by a

7 portal tag, the data field containing at least a portion of  
8 content from a content field identified by a provider tag  
9 corresponding to the portal tag, the provider tag  
10 corresponding to the portal tag being identified using key  
11 information;

12 code to receive a search request from a user to search  
13 the index, wherein the search request includes at least one  
14 search term associated with at least one portal tag; and

15 code to compare the search terms having associated portal  
16 tags with the portion of content stored in the data field  
17 identified by the same portal tag.

1 41. Computer executable software code stored on a computer  
2 readable medium, the code for decentralized e-commerce,  
3 comprising:

4 code to register a content provider, comprising receiving  
5 key information and an address to content, the content being  
6 tagged with at least one provider tag to identify each of at  
7 least one content field, the content being stored on a content  
8 server and the key information being a cross-reference of each  
9 provider tag corresponding to each portal tag;

10 code to provide a user search interface permitting a user  
11 to enter a search request for content, wherein the user search  
12 interface permits a user to associate a portal tag with each  
13 search term whereby restricting the search to at least one of  
14 the content fields;

15 code to receive the search request from a user;

16 code to search the content based on the search request;

17 code to identify content complying with the user's search  
18 request; and

19 code to transmit the identified content to the user.

1 42. Computer executable software code stored on a computer  
2 readable medium, the code for decentralized e-commerce,  
3 comprising:

4 code to create content wherein the content is tagged with  
5 at least one provider tag to identify each of at least one  
6 content field;

7 code to store the content on a content server; and

8 code to register the content with a portal server,

9 comprising providing an address for the content and providing

10 key information relating a provider tag to a corresponding  
11 portal tag in a portal tagging standard.

Sub 23  
43. A computer readable medium having computer executable  
software code stored thereon the code for decentralized e-  
commerce, comprising:  
code to receive a search request from a user to search  
content stored on at least one content server, wherein the  
content includes provider tags identifying each of at least  
one content field within the content, and wherein the search  
request includes at least one search term associated with at  
least one portal tag, the portal tag being part of a portal  
tagging standard and identifying a type of data within content  
to be searched;  
code to identify the provider tag corresponding to the  
portal tag using a cross-reference of portal tags  
corresponding to provider tags; and  
code to compare the search term with a content field  
tagged with a provider tag corresponding to the portal tag  
associated with the search term.

1 44. A computer readable medium having computer executable  
2 software code stored thereon, the code for decentralized e-  
3 commerce, comprising:

4 code to generate an index of decentralized content having  
5 a record for each of at least one provider's content, wherein  
6 each record includes at least one data field identified by a  
7 portal tag, the data field containing at least a portion of  
8 content from a content field identified by a provider tag  
9 corresponding to the portal tag, the provider tag  
10 corresponding to the portal tag being identified using key  
11 information;

12 code to receive a search request from a user to search  
13 the index, wherein the search request includes at least one  
14 search term associated with at least one portal tag; and

15 code to compare the search terms having associated portal  
16 tags with the portion of content stored in the data field  
17 identified by the same portal tag.

1 45. A computer readable medium having computer executable  
2 software code stored thereon, the code for decentralized e-  
3 commerce, comprising:



4 code to register a content provider, comprising receiving  
5 key information and an address to content, the content being  
6 tagged with at least one provider tag to identify each of at  
7 least one content field, the content being stored on a content  
8 server and the key information being a cross-reference of each  
9 provider tag corresponding to each portal tag;

10 code to provide a user search interface permitting a user  
11 to enter a search request for content, wherein the user search  
12 interface permits a user to associate a portal tag with each  
13 search term whereby restricting the search to at least one of  
14 the content fields;

15 code to receive the search request from a user;

16 code to search the content based on the search request;

17 code to identify content complying with the user's search  
18 request; and

19 code to transmit the identified content to the user.

1 46. A computer readable medium having computer executable  
2 software code stored thereon, the code for decentralized e-  
3 commerce, comprising:

4 code to create content wherein the content is tagged with  
5 at least one provider tag to identify each of at least one  
6 content field;

7 code to store the content on a content server; and

8 code to register the content with a portal server,  
9 comprising providing an address for the content and providing  
10 key information relating a provider tag to a corresponding  
11 portal tag in a portal tagging standard.

1 47. A programmed computer for decentralized e-commerce,  
2 comprising:

3 a memory for storing computer executable code; and

4 a processor for executing the program code stored in  
5 memory, wherein the program code includes:

6 code to receive a search request from a user to search  
7 content stored on at least one content server, wherein the  
8 content includes provider tags identifying each of at least  
9 one content field within the content, and wherein the search  
10 request includes at least one search term associated with at  
11 least one portal tag, the portal tag being part of a portal

12 tagging standard and identifying a type of data within content  
13 to be searched;  
14 code to identify the provider tag corresponding to the  
15 portal tag using a cross-reference of portal tags  
16 corresponding to provider tags; and  
17 code compare the search term with a content field tagged  
18 with a provider tag corresponding to the portal tag associated  
19 with the search term.

48. A programmed computer for decentralized e-commerce,  
comprising:

a memory for storing computer executable code; and

a processor for executing the program code stored in  
memory, wherein the program code includes:

code to generate an index of decentralized content having  
a record for each of at least one provider's content, wherein  
each record includes at least one data field identified by a  
portal tag, the data field containing at least a portion of  
content from a content field identified by a provider tag  
corresponding to the portal tag, the provider tag

12 corresponding to the portal tag being identified using key  
13 information;

14 code to receive a search request from a user to search  
15 the index, wherein the search request includes at least one  
16 search term associated with at least one portal tag; and

17 code to compare the search terms having associated portal  
18 tags with the portion of content stored in the data field  
19 identified by the same portal tag.

1 49. A programmed computer for decentralized e-commerce,  
2 comprising:

3 a memory for storing computer executable code; and

4 a processor for executing the program code stored in

5 memory, wherein the program code includes:

6 code to register a content provider, comprising receiving  
7 key information and an address to content, the content being  
8 tagged with at least one provider tag to identify each of at  
9 least one content field, the content being stored on a content  
10 server and the key information being a cross-reference of each  
11 provider tag corresponding to each portal tag;

12 code to provide a user search interface permitting a user  
13 to enter a search request for content, wherein the user search  
14 interface permits a user to associate a portal tag with each  
15 search term whereby restricting the search to at least one of  
16 the content fields;

17 code to receive the search request from a user;

18 code to search the content based on the search request;

19 code to identify content complying with the user's search  
20 request; and

21 code to transmit the identified content to the user.

1 50. A programmed computer for decentralized e-commerce,  
2 comprising:

3 a memory for storing computer executable code; and

4 a processor for executing the program code stored in  
5 memory, wherein the program code includes:

6 code to create content wherein the content is tagged with  
7 at least one provider tag to identify each of at least one  
8 content field;

9 code to store the content on a content server; and

10 code to register the content with a portal server,  
11 comprising providing an address for the content and providing  
12 key information relating a provider tag to a corresponding  
13 portal tag in a portal tagging standard.

1 51. A system for decentralized e-commerce, comprising:  
2 a first database for storing at least one portal tagging  
3 standard having portal tags; and  
4 a second database for storing at least one registered  
5 content provider information, including key information and an  
6 address to content, wherein the address comprises a network  
7 location address to content having provider tags identifying  
8 each of at least one content field within the content, and the  
9 key information comprises a cross-reference of portal tags  
10 corresponding to provider tags; and  
11 a central processing unit configured to:  
12 receive a user search request having at least one search  
13 term associated with at least one portal tag;  
14 cross-reference each portal tag with at least one  
15 corresponding provider tag using the key information; and

